

ST. XAVIER'S COLLEGE JAIPUR

Nevta - Mahapura Road, Jaipur - 302029, Rajasthan, India

Affiliated to the University of Rajasthan

Approved under Section 2(f) & 12(B) of the UGC Act, 1956



COURSE OUTCOMES

B.B.A.

(Bachelor of Business Administration)

Department of Business Administration

Course Outcomes (COs)

B.B.A. Part – I

101: Business and Management

The learners will be able to:

CO 1.	Identify the key elements of business formats
CO 2.	Differentiate between trade, commerce, and industry
CO 3.	Describe the principles of management and various schools of thought
CO 4.	Define the concept, process, and techniques of planning
CO 5.	Classify the various types of organisation structures and explain the concept of organisation
CO 6.	Analyse the concept of motivation and its underlying theories and techniques
CO 7.	Evaluate the conceptual framework of control and various techniques of control

102: Business Communication

CO 1.	Describe the basics of communication and its process
CO 2.	Define the objectives of business communication
CO 3.	Identify and differentiate the types of business communication based on information flow, medium, and language use
CO 4.	Apply the principles of effective communication in both oral and written forms
CO 5.	Analyse the barriers to communication and propose methods to overcome them
CO 6.	Construct grammatically correct sentences by applying basic concepts of English grammar
CO 7.	Demonstrate effective public speaking skills in face-to-face situations such as seminars, interviews, and presentations
CO 8.	Enumerate the purpose and parts of a report
CO 9.	Describe the format, layout, and types of business letters
CO 10.	Practice various types of business letters

Course Outcomes (COs)

B.B.A. Part – I

103: Legal Aspects on Indian Business

CO 1.	Explore the global legal environment in which businesses operate
CO 2.	Develop an approach to managing and maximising the value of the corporate legal function and analyse the dynamic nature of law
CO 3.	Identify current issues in the law of agency, indemnity, and guarantee contracts and assess their impact on business
CO 4.	Describe the special provisions of the Indian Contract Act
CO 5.	Identify the Sale of Goods Act and its contribution to the regulation of the Indian economy
CO 6.	Analyse the legal perspectives of payment methods in business transactions
CO 7.	Demonstrate a basic understanding of the Companies Act

104: Business Economics

CO 1.	Define the basic principles and operations of business economics
CO 2.	Analyse consumer behaviour, including demand, elasticity of demand, cardinal and ordinal utility, and consumer surplus
CO 3.	Examine the production function, including supply, laws of production, returns to scale, and the expansion path
CO 4.	Analyse the concepts of cost and revenue in economics
CO 5.	Identify and describe the characteristics of different types of markets, such as perfect competition, monopoly, monopolistic competition, and oligopoly
CO 6.	List the determination of factor pricing in economics
CO 7.	Study and analyse national income and its components
CO 8.	Identify and explain the concepts and theories of economic growth and development
CO 9.	Compare the economic theories of Keynes and Classical economists
CO 10.	Apply an ethical understanding and perspective to various business situations

Course Outcomes (COs)

B.B.A. Part – I

105: Financial Accounting

CO 1.	Outline the basics of bookkeeping and accounting
CO 2.	Analyse the generally accepted accounting principles (GAAP) and the functions of accounting
CO 3.	Describe the accounting procedures for the issue of shares and debentures
CO 4.	Evaluate the methods of calculating depreciation and managing provisions and reserves.
CO 5.	Identify the nature and scope of managerial remuneration in financial statements of companies
CO 6.	Classify the methods of preparing Bank reconciliation statement

106: Fundamentals of Computer

CO 1.	Identify and bridge the fundamental concepts of computers with the students' current level of knowledge
CO 2.	Comprehend the functioning of operating systems, programming languages, peripheral devices, networking, multimedia, and the internet
CO 3.	Define binary, hexadecimal, and octal number systems and their arithmetic
CO 4.	Describe how logic circuits and Boolean algebra form the basics of digital computers
CO 5.	Demonstrate the building of sequential and combinational logic from basic gates

Course Outcomes (COs)

B.B.A. Part – II

201: Strategic Management

CO 1.	Identify the forces impacting corporate and business strategies
CO 2.	Analyse critically the factors involved in strategy-making
CO 3.	Assess the resources and constraints for strategy-making in a business context
CO 4.	Define the importance of social, economic, political, and technological forces shaping business strategies
CO 5.	Investigate the impact of internationalisation on strategy-making

202: Marketing Management

CO 1.	Define key marketing concepts, theories, and techniques for analysing a variety of marketing situations
CO 2.	Describe the role and functions of marketing and the dynamic nature of the environment in which marketing decisions are taken
CO 3.	Identify the concept of Marketing Research and the key techniques involved in conducting successful research
CO 4.	Analyse the various components of the marketing mix, including product, price, place, promotion, distribution, and public relations
CO 5.	Develop an understanding of the control of marketing operations, budgeting, and marketing audit

Course Outcomes (COs)	
B.B.A. Part – II	
203: Human Resource Management	
CO 1.	Identify the importance of Human Resources and their effective management
CO 2.	Describe the meaning and usage of different tools and processes used in planning and forecasting human resource needs
CO 3.	Analyse key issues related to administering the human elements such as motivation, appraisal, career planning, and development
CO 4.	Define the importance of a performance management system in enhancing employee performance
CO 5.	Identify the traits and styles of effective leaders

204: Business Finance	
CO 1.	Identify the importance and applications of financial management in business
CO 2.	Define financial planning, its objectives and benefits, and the types, areas, and stages of financial planning
CO 3.	Describe the methods used in financial planning to assess short-term financial needs
CO 4.	Identify the working capital requirements for a business
CO 5.	Analyse the purposes and tools of financial analysis and their importance in the financial control process
CO 6.	Describe the basics of investing in securities

Course Outcomes (COs)

B.B.A. Part – II

205: Quantitative Techniques

CO 1.	Apply the scientific approach to decision-making in solving business problems using quantitative methods
CO 2.	Determine the most efficient use of limited resources to maximise benefits using models such as PERT/CPM
CO 3.	Identify the most profitable distribution pattern for transporting products and the best way to assign several objects to others
CO 4.	Develop decision-making models where the payoff depends on the decision and subsequent events
CO 5.	Identify the value of mathematical reasoning and analysis in daily life and the importance of certain mathematical techniques in optimising solutions to problems involving limited resources

206: Management Information System

CO 1.	Describe the role of information technology and information systems in business
CO 2.	Record and relate current issues of information technology to business firms
CO 3.	Demonstrate a working knowledge of concepts and terminology related to information technology
CO 4.	Appraise the knowledge of Microsoft Office applications
CO 5.	Analyse how information technology impacts a firm
CO 6.	Describe how to use information technology to solve business problems
CO 7.	Illustrate the impact of information systems on society

Course Outcomes (COs)	
B.B.A. Part – III	
301: Organizational Behaviour	
CO 1.	Define the basic principles of organisational behaviour and analyse how these influence behaviour in the workplace
CO 2.	Analyse individual human behaviour in the workplace as influenced by personality, values, perception, and motivation
CO 3.	Identify group dynamics and demonstrate skills required for working in groups
CO 4.	Identify various leadership styles and evaluate the role of leaders in the decision-making process
CO 5.	Describe the main problems related to stress, power, politics, and ethics
CO 6.	Analyse the implementation of organisational change

302: Indian Management Thought and Business Leaders	
CO 1.	Identify the principles and practices of Value Management
CO 2.	Define the principles of moral decision-making in global business
CO 3.	Identify the trade-offs that face an ethical manager
CO 4.	Illustrate insights and managerial contribution of business leaders
CO 5.	Apply valuable insights from Famous Epics for learning management lessons

Course Outcomes (COs)

B.B.A. Part – III

303: International Business

CO 1.	Define the basic mechanisms of international business
CO 2.	Identify the cultural norms of different cultures and theories associated with culture
CO 3.	Describe the legal frameworks in different legal environments
CO 4.	Identify the economic environments of different economies and their constituents
CO 5.	Explore the structures, significance, and schemes of the World Trade Organization (WTO)
CO 6.	Explore the building blocks for managing global operations and supply chain management
CO 7.	Identify the conceptual framework of international human resource management

304: Cost and Management Accounting

CO 1.	Identify the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies
CO 2.	Define the place and role of cost accounting in the modern economic environment
CO 3.	List the selection criteria for costs based on their impact on business
CO 4.	Differentiate between methods of scheduling costs per unit of production
CO 5.	Differentiate methods of calculating stock consumption
CO 6.	Interpret the impact of selected cost methods on business operations
CO 7.	Identify the specifics of different costing methods

Course Outcomes (COs)

B.B.A. Part – III

305: e-Commerce

CO 1.	Identify the components and roles of the Electronic Commerce environment
CO 2.	Describe how businesses sell products and services on the Web
CO 3.	Describe the qualities of an effective Web business presence
CO 4.	Describe e-Commerce payment systems
CO 5.	Define how to meet the needs of website visitors
CO 6.	Identify and reach customers on the Web
CO 7.	Identify web marketing approaches and elements of branding
CO 8.	Explore the client/server infrastructure that supports electronic commerce
CO 9.	Build an understanding of basic electronic commerce functions
CO 10.	Define legal and ethical issues related to e-Commerce

Course Outcomes (COs)

B.B.A. Part – III

306: Comprehensive Viva-Voce

CO 1.	Explore the 'real' working environment to understand organisation structure, business operations, and administrative functions
CO 2.	Explore hands-on experience in the students' related field to reinforce theoretical learning from university
CO 3.	Develop cooperation and develop synergistic collaboration between industry and university for knowledge advancement
CO 4.	Facilitate opportunities for future recruitment by potential employers
CO 5.	Demonstrate the ability to write technical documents and deliver oral presentations related to completed work